



City of Longview

1525 Broadway
Longview, WA 98632
www.ci.longview.wa.us

Agenda

Downtown Advisory Committee

Tuesday, July 18, 2023

10:00 AM

2nd Floor, City Hall

To create a downtown in Longview whose viability is based on unique character, is easily differentiated from other commercial in the Longview/Kelso area, is attractive to residents and visitors, is active "24-7", and attracts residents and visitors from Longview and other areas.

HYBRID MEETING DETAILS

23-001323 In Person or by Microsoft Teams - [register here](#) for Teams (required)
[Join on the Web](#) - Meeting ID: 251 507 482 862 Passcode: FjDkwe

CALL TO ORDER

ROLL CALL

APPROVAL OF MINUTES

23-001324 Minutes from June 20, 2023

CHANGES TO THE AGENDA

PUBLIC COMMENTS

NEW BUSINESS

UNFINISHED BUSINESS

23-001325 Goals identified from the June 20th meeting

REPORTS

23-001326 Parking Reports - LPD

23-001327 Downtowners Report - Josh/Ariel/Pat

BOARD MEMBER COMMENTS

ADJOURNMENT & NEXT MEETING AUGUST 15th



City of Longview

1525 Broadway
Longview, WA 98632
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Minutes

Downtown Advisory Committee

Tuesday, June 20, 2023

10:00 AM

2nd Floor, City Hall

HYBRID MEETING DETAILS

23-001190 In Person or by Microsoft Teams - registration required

<https://events.gcc.teams.microsoft.com/event/7ff82d84-363d-46cf-a219-5da325144dce@59265973-5bb0-4fe6-9f2d-56a217b25476>

CALL TO ORDER

The meeting was called to order at 10:00 am.

ROLL CALL

In attendance: Brad Whittaker, Chair; Allan Rudberg, Co-Chair; Elizabeth Borders; Ariel Large; Dawn Morgan; Pat Palmer; Karl Salzsieder; Ruth Kendall, Council Liaison

Excused: Bill Hallanger

Absent: Rachelle Sanders

Staff present: Ann Rivers; Mary Chennault; Nancy Vandehey

APPROVAL OF MINUTES

23-001192 Minutes from May 16, 2023

Karl Salzsieder asked for a correction under LPD reports, change violated to violation.

Pat Palmer, seconded by Karl Salzsieder, made a motion to approve the minutes with the correction. This passed unanimously.

PUBLIC COMMENTS

UNFINISHED BUSINESS

23-001191 Discuss Update to 2011 Longview Downtown Plan Goals (Ann Rivers)

Mission statement taken from Longview's Downtown Plan, November 2001, pg 4 - "To create a downtown in Longview whose viability is based on unique character, is easily differentiated from other commercial in the Longview/Kelso area, is attractive to residents and visitors, is active "24-7", and attracts residents and visitors from Longview and other areas."

Goals of the DAC, set by Resolution 1734:

(1) to assist, guide and make recommendations for the implementation of the Downtown Plan

(2) investigate, study and make recommendations relative to the need for, use of and limitations of use of off-street and on-street public parking facilities service the commercial and residential areas with the Downtown Parking District

Links to online documents:

2011 [Downtown Action Plan](#)-

<https://www.mylongview.com/DocumentCenter/View/2410/Downtown-Action-Plan-2011>

2001 [Longview's Downtown Plan](#) - <https://www.mylongview.com/737/Downtown-Action-Plan-2001-PDF>

The board began to discuss a youth member on the board, but this topic was tabled for a future meeting as the direction of this meeting was to be only the 2011 Downtown Plan Goals. Ann Rivers clarified that the Downtown Coordinator identified in the Resolution is her staff assignment, not the Executive Director for the Downtown that is desired. Ann Rivers stated that there are 323 active businesses downtown and if a BIA was formed with a \$250 fee each year, a Director could be hired with those funds. Each item on the 2011 Downtown Plan Goals was touched on during the meeting and priorities were identified. There were many stakeholders in attendance that voiced concerns and priorities to them. There is a desire to keep businesses safe with increased lighting and work on blind corners in alleys. Angled parking was discussed. A suggestion was made to use the Willow Grove's plan as a model - they asked for the top priorities for the next 2 years, 5 years and 10 years.

REPORTS**23-001261 LPD Reports - to be reviewed if time allows**

Due to time, these reports were not discussed.

ADJOURNMENT & NEXT MEETING JULY 18th

The meeting was adjourned at 11:46 am.



City of Longview

Agenda Summary

Goals identified from the June 20th meeting

Attachments:

1. Priorities
2. Changes and Notes

Downtown Plan Goals
Priorities Identified June 2023

#	Action	Notes	City/ Council	City Dept	AAPC	LDP	KLCC	Tourism	CEDC	DAC	Project Longview	BIA/LID	Property Owners	Business Owners
5	Theme promotion – “City Beautiful”, “City Industrious”, or? – pg 32	Pick a theme - future meeting. City Vision Statement? Council Retreat in Sept.	X	EXEC	X	<u>X</u>	X	X		X	X			
14	Create Downtown Guide program – pg 34	Research. Future meeting?	<u>X</u>	LPD		X						X BIA		
32	Create sign improvement program with standards and incentives – pg 43	Future Meeting	<u>X</u>	CD (PC)						X				
35	Review and revise targeted residential tax abatement program as appropriate; market program – pg 44	Research process to go through.	<u>X</u>	EXEC, CD, FD\$										
36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44	Research	<u>X</u>	FD\$, EXEC (legal), CD										
37	Incentivize development and occupancy of vacant buildings – pg 45		<u>X</u>	EXEC		<u>X</u> DTM						X BIA	X	X
39	Implement CPTED - pg 35,36,37	Lighting issues	X	LPD, CD		<u>X</u>							X	X
42	Launch aggressive business recruitment program – pg 51					<u>X</u> DTM	X		X			X BIA		
45	Establish Downtown Partnership – pg 58	Check DAC column. All day workshop.	X	EXEC		<u>X</u>	X	X	X			X BIA	X	X
46	Hire a Downtown Director – pg 58		X	EXEC		<u>X</u>	X		X			X BIA	X	X
49	Establish BIA to fund Downtown Director and Downtown marketing efforts – pg 58		X	EXEC, FD\$, CD		<u>X</u>	X	X	X			X BIA	X	X
54	Increase outdoor café seating – pg 50	Seek permanent outdoor seating options.	X	CD, PW		<u>X</u> DTM								X
57	Investigate MainStreet designation – pg 59	Affiliate not designation.				<u>X</u>						X BIA	X	X
59	Establish benchmarks		<u>X</u>	CD	X	X								
60	Maintain benchmarks - pg 59				X	<u>X</u> DTM								
61	Establish Downtown Economic Development Fund – pg 59	Research	<u>X</u>	EXEC, FD\$										

Acronym Key:

AAPC – Action Agenda Process Committee
BIA – Business Improvement Area (Special Taxing District)
CD – Community Development Department
CEDC – Cowlitz Economic Development Council
CPTED – Crime Prevention Through Environmental Design
CUBS – Community Urban Bus Service
DAC – Downtown Advisory Committee
DTM – Downtown Manager
EXEC – Executive Department and Legal
FD\$ - Finance Department
HPC – Historic Preservation Commission
IT – Information Technology Department
KLCC – Kelso Longview Chamber of Commerce
LDP – Longview Downtown Partnership (currently Downtowners Association)
LPD – Longview Police Department
PC – Planning Commission
PW – Public Works Department
Tourism – Cowlitz County Tourism Bureau

Note: **Bold** and underline indicates lead status.

Downtown Plan Goals
Changes and Priorities Identified June 2023

Action Yr	#	Action
2011	1	Art, Entertainment, Food, and Specialty Retail District & Redevelopment District creation - pg 30,31
2012	2	Update Comp Plan re Downtown
2011-16	3	Promote Historic Heritage – pg 31,33,41,43
2015	4	Investigate potential for Transit Center relocation – pg 31
2011-16	5	Theme promotion – “City Beautiful”, “City Industrious”, or? – pg 32
2013-16	6	Lower Columbia College streetscape link for pedestrians – pg 33
2013-16	7	Civic Center District streetscape link for pedestrians– pg 33
2013-16	8	Triangle Center Mall streetscape link – pg 33
2013-16	9	Cowlitz Regional Conf. streetscape link
2012	10	Wayfinding Signs – pg 42
2011	11	Increased police presence – pg 33-34
2011-16	12	Retain LPD Street Crimes Unit with focus on downtown – pg 34
2013	13	LPD CSO for downtown - pg 34
2012	14	Create Downtown Guide program – pg 34
2015	15	12 th and 14 th Aves to two-way traffic – pg 38
2013	16	Create additional angled parking – pg 38
2013	17	Create bike lanes – pg 38
2011	18	Change on-street parking to 3-hr – pg 38
2011	19	Install attractive on-street signs “Free 3-hour Parking” – pg 38
2011	20	Offer one parking “grace ticket” per month – pg 38
2011	21	Institute escalating fine system for parking tickets – pg 39
2011	22	Designate closest row parking in muni-lots as “Free 3-hour Customer Parking” – pg 39
2011	23	Remove fees and time limits for remaining muni-lot spaces – pg 39
2011	24	Prohibit motor homes in downtown public parking lots – pg 39

Priority	#	Action	Notes
	1	Art, Entertainment, Food, and Specialty Retail District & Redevelopment District creation - pg 30,31	
	2	Update Comp Plan re Downtown	Keep & clarify
	3	Promote Historic Heritage – pg 31,33,41,43	
	4	Investigate potential for Transit Center relocation – pg 31	Remove
Yes	5	Theme promotion – “City Beautiful”, “City Industrious”, or? – pg 32	Pick a theme - future meeting. City Vision Statement? Council Retreat in Sept.
	6	Lower Columbia College streetscape link for pedestrians – pg 33	Keep, on-going process. Foot traffic to Expo Center with development of hotel
	7	Civic Center District streetscape link for pedestrians– pg 33	
	8	Triangle Center Mall streetscape link – pg 33	
	9	Cowlitz Regional Conf. streetscape link	
	10	Wayfinding Signs – pg 42	On-going, more parking signs
	11	Increased police presence – pg 33-34	
	12	Retain LPD Street Crimes Unit with focus on downtown – pg 34	
	13	LPD CSO for downtown - pg 34	
Yes	14	Create Downtown Guide program – pg 34	Research. Future meeting?
	15	12 th and 14 th Aves to two-way traffic – pg 38	
	16	Create additional angled parking – pg 38	
	17	Create bike lanes – pg 38	
	18	Change on-street parking to 3-hr – pg 38	Changed in 2023. Working on a phased plan.
	19	Install attractive on-street signs “Free 3-hour Parking” – pg 38	
	20	Offer one parking “grace ticket” per month – pg 38	
	21	Institute escalating fine system for parking tickets – pg 39	
	22	Designate closest row parking in muni-lots as “Free 3-hour Customer Parking” – pg 39	
	23	Remove fees and time limits for remaining muni-lot spaces – pg 39	
	24	Prohibit motor homes in downtown public parking lots – pg 39	

Downtown Plan Goals
Changes and Priorities Identified June 2023

Action Yr	#	Action
2011	25	Enforce 72 hr parking rule in muni-lots – pg 39
2011	26	Erect “Free Public Parking” signs in muni-lots – pg 39
2012	27	Waive all parking requirements for new downtown development for 12-18 months – pg 40
2011-16	28	Market muni-lots for development of parking structures with mixed-use upper floors
2012	29	Complete downtown streetscape plan – pg 40
2016-16	30	Implementation of streetscape plan - pg 41,42
2011	31	Revise Façade Improvement Program with focus on Commerce – pg 43
2014	32	Create sign improvement program with standards and incentives – pg 43
2011-16	33	Promote Cultural Heritage tourism – pg 57
2012	34	Establish a moratorium on construction permit fees for downtown for 12-18 months – pg 44
2012	35	Review and revise targeted residential tax abatement program as appropriate; market program – pg 44
2013	36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44
2013	37	Incentivize development and occupancy of vacant buildings – pg 45
2014	38	Create a destination point between Vandercook, Maple, and Commerce – pg 31
2012-16	39	Implement CPTED - pg 35,36,37
2012-16	40	Reduce neg. impacts associated with social service agencies – pg 34
2012-16	41	Launch aggressive business development program – pg 46
2012-16	42	Launch aggressive business recruitment program – pg 51
2012-16	43	Launch aggressive marketing campaign for downtown events and opportunities – pg 54
2012	44	Create “Lure Brochure” for Downtown – pg 56
2011	45	Establish Downtown Partnership – pg 58
2012	46	Hire a Downtown Director – pg 58

Priority	#	Action	Notes
	25	Enforce 72 hr parking rule in muni-lots – pg 39	
	26	Erect “Free Public Parking” signs in muni-lots – pg 39	
	27	Waive all parking requirements for new downtown development for 12-18 months – pg 40	
	28	Market muni-lots for development of parking structures with mixed-use upper floors	Study done.
	29	Complete downtown streetscape plan – pg 40	Complete.
	30	Implementation of streetscape plan - pg 41,42	
	31	Revise Façade Improvement Program with focus on Commerce – pg 43	New Committee forming.
Yes	32	Create sign improvement program with standards and incentives – pg 43	Future Meeting
	33	Promote Cultural Heritage tourism – pg 57	
	34	Establish a moratorium on construction permit fees for downtown for 12-18 months – pg 44	
Yes	35	Review and revise targeted residential tax abatement program as appropriate; market program – pg 44	Research process to go through.
Yes	36	Investigate creation of a forgivable loan program for owner-occupied market-rate housing – pg 44	Research
Yes	37	Incentivize development and occupancy of vacant buildings – pg 45	
	38	Create a destination point between Vandercook, Maple, and Commerce – pg 31	
Yes	39	Implement CPTED - pg 35,36,37	Lighting issues
	40	Reduce neg. impacts associated with social service agencies – pg 34	
	41	Launch aggressive business development program – pg 46	
Yes	42	Launch aggressive business recruitment program – pg 51	
	43	Launch aggressive marketing campaign for downtown events and opportunities – pg 54	
	44	Create “Lure Brochure” for Downtown – pg 56	Pat to bring past items.
Yes	45	Establish Downtown Partnership – pg 58	Check DAC column. All day workshop.
Yes	46	Hire a Downtown Director – pg 58	

Downtown Plan Goals
Changes and Priorities Identified June 2023

Action Yr	#	Action
2012-16	47	Investigate and formulate possible funding for streetscape improvements – pg 59
2011-16	48	Continue to seek and secure economic development grant monies to improve downtown – pg 59
2011-12	49	Establish BIA to fund Downtown Director and Downtown marketing efforts – pg 58
2011-16	50	Implement Market-Driven Hours – pg 47
2011-16	51	Implement cross-marketing – pg 49
2011-16	52	Advert. “Vintage” – pg50
2011-16	53	Lighted, clean, creative windows – pg 49
2012-16	54	Increase outdoor café seating – pg 50
2012-16	55	Increase nightlife entertainment – pg 50
2011-16	56	Research and secure new funding – pg 58
2013-14	57	Investigate MainStreet designation – pg 59
2011	58	Adopt HP 5-year action agenda – pg 59
2011-12	59	Establish benchmarks
2012-16	60	Maintain benchmarks - pg 59
2013-16	61	Establish Downtown Economic Development Fund – pg 59
2012	62	Reassemble survey/focus groups to assess progress

Priority	#	Action	Notes
	47	Investigate and formulate possible funding for streetscape improvements – pg 59	Bottom of list
	48	Continue to seek and secure economic development grant monies to improve downtown – pg 59	CDBG
Yes	49	Establish BIA to fund Downtown Director and Downtown marketing efforts – pg 58	
	50	Implement Market-Driven Hours – pg 47	
	51	Implement cross-marketing – pg 49	
	52	Advert. “Vintage” – pg50	
	53	Lighted, clean, creative windows – pg 49	
Yes	54	Increase outdoor café seating – pg 50	Seek permanent outdoor seating options.
	55	Increase nightlife entertainment – pg 50	
	56	Research and secure new funding – pg 58	Research. What has been done.
Yes	57	Investigate MainStreet designation – pg 59	Affiliate not designation.
	58	Adopt HP 5-year action agenda – pg 59	
Yes	59	Establish benchmarks	
Yes	60	Maintain benchmarks - pg 59	
Yes	61	Establish Downtown Economic Development Fund – pg 59	Research
	62	Reassemble survey/focus groups to assess progress	Get all partners together



City of Longview

Agenda Summary

Parking Reports - LPD

Attachments:

1. Parking Reports

City of Longview Violation Bureau
Financial Statistics

2022						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-22	\$1,398.17	\$2,880.02	\$4,278.19	\$4,865.94	-\$587.75	\$13,812.22
Feb-22	\$1,164.48	\$129.00	\$1,293.50	\$5,498.24	-\$4,204.74	\$9,607.48
Mar-22	\$2,743.69	\$3,600.05	\$6,343.74	\$5,498.88	\$844.86	\$10,452.34
Apr-22	\$2,038.94	\$2,815.59	\$4,854.53	\$5,505.12	-\$650.59	\$9,801.75
May-22	\$2,041.85	\$573.17	\$2,615.02	\$6,200.33	-\$3,585.31	\$6,216.44
Jun-22	\$2,217.36	\$5,137.25	\$7,354.85	\$5,536.43	\$1,818.42	\$8,034.86
Jul-22	\$1,756.45	\$1,903.00	\$3,659.82	\$5,487.36	-\$1,827.54	\$6,207.32
Aug-22	\$3,264.31	\$1,414.03	\$4,678.34	\$7,386.28	-\$2,707.94	\$3,499.38
Sep-22	\$5,378.23	\$5,053.32	\$10,431.55	\$5,728.27	\$4,703.28	\$8,202.66
Oct-22	\$4,783.04	\$3,686.45	\$8,470.49	\$5,424.86	\$3,045.63	\$11,248.29
Nov-22	\$3,147.98	\$474.25	\$3,623.10	\$5,744.55	-\$2,121.45	\$9,126.84
Dec-22	\$6,278.59	\$5,800.00	\$12,079.51	\$9,074.84	\$3,004.67	\$12,131.51
2022 TOTAL	\$36,213.09	\$33,466.13	\$69,682.64	\$71,951.10	-\$2,268.46	\$12,131.51
2023						
<u>Month & Year</u>	<u>Ticket Revenue</u>	<u>Permit Revenue</u>	<u>Revenue Total</u>	<u>Expenditure</u>	<u>Monthly +/-</u>	<u>Running Balance</u>
Jan-23	\$3,467.83	\$4,440.00	\$7,908.85	\$1,722.83	\$6,186.02	\$18,317.53
Feb-23	\$1,986.99	\$635.00	\$2,622.96	\$1,944.44	\$678.52	\$18,996.05
Mar-23	\$7,006.50	\$2,170.00	\$10,722.64	\$2,439.10	\$8,283.54	\$27,279.59
Apr-23	\$1,919.18	\$4,480.00	\$6,400.32	\$2,356.61	\$4,043.71	\$31,323.30
May-23	\$2,617.18	\$868.00	\$4,261.47	\$1,673.08	\$2,588.39	\$33,911.69
Jun-23					\$0.00	\$33,911.69
Jul-23					\$0.00	\$33,911.69
Aug-23					\$0.00	\$33,911.69
Sep-23					\$0.00	\$33,911.69
Oct-23					\$0.00	\$33,911.69
Nov-23					\$0.00	\$33,911.69
Dec-23					\$0.00	\$33,911.69
2023 TOTAL	\$16,997.68	\$12,593.00	\$31,916.24	\$10,136.06	\$21,780.18	\$33,911.69

May-23

LOT BREAKDOWN

Lot Name	Lot#	Total Spaces/General Use	ADA Spaces	Number Auth. to lease	Number leased/city	Number Avail to lease	Cost/Space	Permit Only	Numbered Spaces	Number on wait list
Penny's	85	58/55	3	10	10/0	0	120.00	N	N	0
Merc	86	113/108	5	38	28/0	10	120.00	N	N	0
Johnson	87	58/55	3	28	22/0	6	120.00	N	N	0
15th & Broadway	111	37/10	0	37	14/4	19	120.00	Y	Y	0
Paragon	112	23/0	0	23	15/7	1	60.00	Y	Y	0
			TOTAL	136	89/11	36				

Jun-23

LOT BREAKDOWN

Lot Name	Lot#	Total Spaces/General Use	ADA Spaces	Number Auth. to lease	Number leased/city	Number Avail to lease	Cost/Space	Permit Only	Numbered Spaces	Number on wait list
Penny's	85	58/55	3	10	10/0	0	120.00	N	N	0
Merc	86	113/108	5	38	35/0	3	120.00	N	N	0
Johnson	87	58/55	3	28	22/0	6	120.00	N	N	0
15th & Broadway	111	37/10	0	37	14/4	19	120.00	Y	Y	0
Paragon	112	23/0	0	23	15/7	1	60.00	Y	Y	0
			TOTAL	136	96/11	29				

TICKET STATISTICS BY VIOLATION CODE

2023	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	Totals
W FREEFORM	0	4	1	0	2	17							24
TOTAL WARNINGS	0	4	1	0	2	17	0	0	0	0	0	0	24
OVER 12" RCW 46.61.575	0	2	0	0	1	1							4
ALLEY LMC 11.44.142	0	0	0	1	0	1							2
STORING LMC 11.44.147	21	32	9	12	9	3							86
ADA RCW 46.19.050	1	0	0	0	1	1							3
YELLOW LMC 11.50.020	1	2	5	1	2	12							23
IMPROPER RCW 46.61.570	1	4	12	8	5	5							35
LIBRARY LMC 11.44.130	0	0	0	0	0	0							0
WRONG DIRECTION RCW 46.61.575	1	4	5	2	4	5							21
ANGLE PARKING WAC 308330430	0	0	0	0	2	10							12
UNLAWFUL PURPOSES WAC 308330436	0	0	0	1	0	0							1
OT 15 MIN LMC 11.50.070	0	0	1	0	4	1							6
OT 30 MIN LMC 11.50.070	0	2	1	5	3	5							16
OT 1 HR LMC 11.50.070	0	0	0	0	0	0							0
OT 2 HR LMC 11.50.070	0	18	15	23	22	34							112
OT 3 HR LMC 11.50.070 & 11.62.030	0	17	26	29	32	18							122
OT 4 HR LMC 11.50.070	0	0	0	0	0	0							0
OT 10 HR LMC 11.50.070	1	0	2	0	1	2							6
OT 72 HR LMC 11.62.030	0	0	1	0	0	0							1
Over 3 Days LMC 11.44.145	0	2	1	4	3	0							10
10' ROADWAY WAC308330433	0	0	0	0	0	2							2
CITY HALL VISITOR LMC 11.62.030 (6)	0	0	0	0	0	0							0
BUS TRANSFER LOT LMC 11.62.060 (6)	0	0	0	0	0	0							0
LEASED SPACE LMC 11.62.030 (2)	0	0	0	0	0	0							0
TIMED LMC 11.44.110	0	0	0	0	0	0							0
PERMIT REQUIRED LMC 11.62.030 (3)	0	0	6	0	0	0							6
BUS STOP WAC 308330457	0	0	0	1	0	0							1
OFF TRUCK ROUTE LMC 11.68.050	0	1	0	1	0	0							2
POSTED NO PARKING LMC 11.44.110	0	0	0	3	0	0							3
NO PARK 12AM-5AM LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 9PM-5AM LMC 11.44.110	0	0	0	0	0	0							0
NO PARK 3AM-6AM LMC 11.44.110	0	0	0	0	0	0							0
TOTAL TICKETS	26	84	84	91	89	100	0	0	0	0	0	0	474
DISPATCHED PARKING COMPLAINTS	34	50	42	56	51	38							271

BELOW VIOLATIONS ARE FOR GO-4TH CELEBRATION ONLY

RV PARKING PERMIT

ADA PARKING ONLY VALID PERMIT REQUIRED

VENDOR PERMIT REQUIRED

IMPROPER

YELLOW

ALLEY

OVER 12"

WRONG DIRECTION